

Summary of Video Production Process

From Idea to the Screen

By Alpha Tauri 3D Graphics, LLC

<http://alphatauri3d.com>



The Most Typical Video Structure

Each project is tailored to our client's specific needs, but we tend to create videos that are patient centered. The message positioned around a human being has the most impact due to the viewer's natural empathy and relatability

VIDEO STRUCTURE (with examples)

- ▶ **Introduction of a disease and its impact on human life**
 - ▶ Number of people affected globally
 - ▶ Number of hospitalizations / deaths annually
 - ▶ Percent of patients cured using traditional approaches
- ▶ **Introduction of your company and your efforts to address the patients' needs**
- ▶ **Detailed mechanism underlying the disease**
 - ▶ Dysfunctional molecular mechanism or a cellular cascade
 - ▶ Disrupted physiological process or infection
 - ▶ Anatomical or histological changes occurring as a consequence
- ▶ **Presentation of your therapeutic platform or a drug candidate and its mechanism of action**
 - ▶ Faulty molecular pathway bypassed or blocked
 - ▶ Patient's own immune system recruited and cancer cells destroyed
 - ▶ Function of critical organs restored
- ▶ **Conclusion - return to the impact on the patients lives**
 - ▶ Predicted number of lives saved / improved
 - ▶ Long term benefits of the therapy, compared with the traditional approaches

2-3 minutes
is the optimal video length

Planning Your Project

Creating the video may take around 10-12 weeks to complete, mostly depending on the animation complexity, amount of revisions and swift communication between the parties



SCRIPT

After agreement about the video outline, our expert medical writer creates a script, which will be a narration guide during the video. This is an option, if you wish to provide your own script, we'll be happy to adapt it

STORYBOARD

A storyboard is a visual scene-by-scene plan of the video and it is based on the script. We plan your story layout with a preview slides of the stock video, motion graphics, kinetic typography and 3D animation. We use mostly sketches and reference images for placeholders to save time.



2-3 weeks

Finalizing the Script and Storyboard

Additional Services

We offer several additional options, which add professional touch to your videos



VOICEOVER

We hire one of our professional voiceover artists to read and record the script. We can provide you with our favorite artists' voice samples or you can leave the choice for the right voice to us

SOUNDTRACK

Discreet background music gives the video final polish, can be inspiring, uplifting and keep the viewer engaged and interested in the story longer

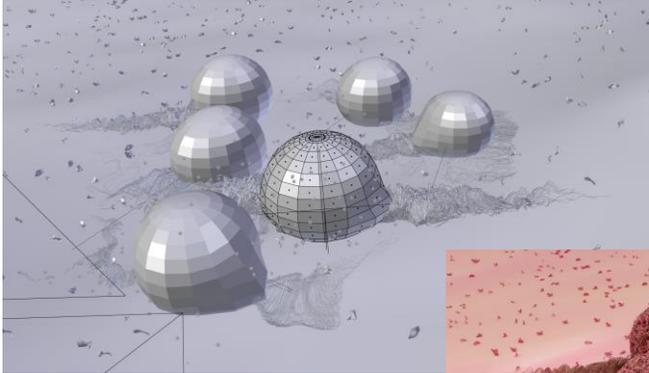


LIVE RECORDING

We now offer on-site video recording so you can present your research in your own words! We can record interviews, testimonials and more, in the comfort of your own office or lab

3D Animation - It's What We Love to Do!

3D modeling and animation are the most time and resource consuming part of the project

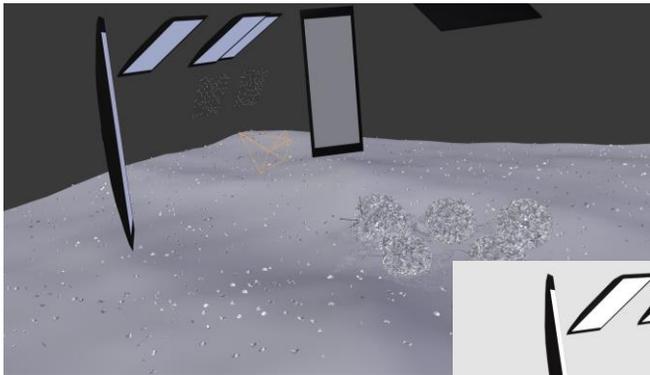


3D MODELING

We create our models in 3D virtual space, by sculpting them from simple shapes

COLORING

We apply colors to the objects and backgrounds

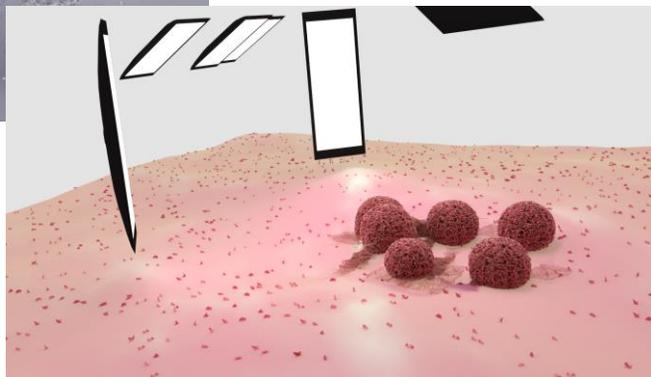


SCENE LIGHTING

In order to create convincing depth illusion we setup virtual lights to create shadows and reflections

ANIMATION

Once the scene is setup, we can start animating according to the storyboard

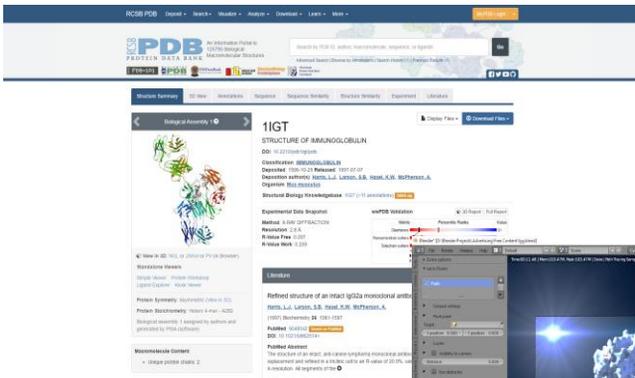


The scene contains a virtual camera that records movement and creates the final animation frames in the process called **RENDERING**. We hire render farms (cloud computing) to achieve this in timely manner

4-5 weeks
First animation draft

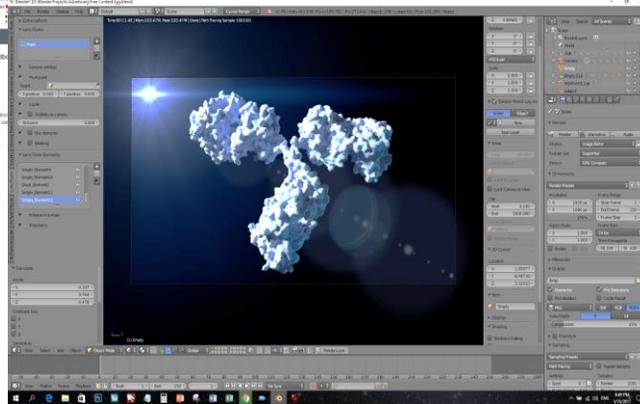
3D Animation - Accurate Tools

Biomedical animation requires scientific accuracy



MOLECULAR MODELS

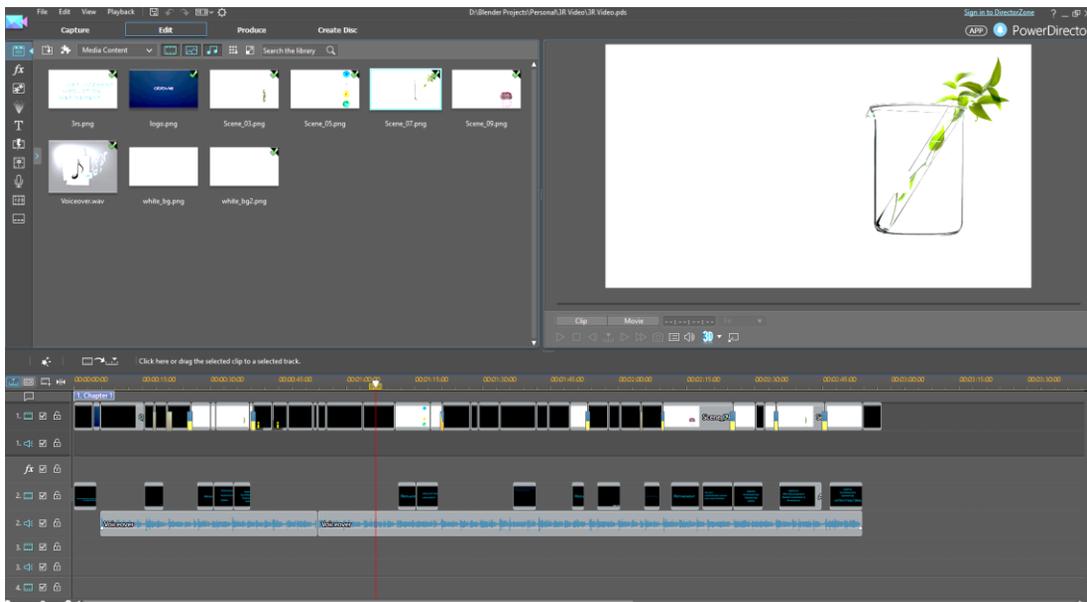
We can import protein structures directly from the Protein Data Bank



If the protein structures of interest are not available, we can adapt models from the same protein family

The final result of our work is achieved by

VIDEO SEQUENCE EDITING



Here, everything comes together - the stock video, 3D animation, voiceover, music, labels and text

3-4 weeks
Final animation draft

Summarized Timeline

- ▶ Video outline and Script writing / revisions
 - ▶ Storyboard creation / revisions
 - ▶ Selection of a voiceover artist
- 2-3 weeks
- ▶ 3D modeling, coloring, scene creation
 - ▶ 3D animation
 - ▶ Stock videography and soundtrack selection
 - ▶ Initial video sequence editing
 - ▶ First video draft
- 4-5 weeks
- ▶ Implementing requested changes
 - ▶ Final stock video and soundtrack selection
 - ▶ Recording of the voiceover
 - ▶ Second video draft
 - ▶ Implementing requested changes (if any)
 - ▶ Final video draft
- 3-4 weeks
- ▶ Final video delivery
- ~1 week

Total: 10-12 weeks

Cost Estimation

You can estimate cost of your video project on our website using the easy six-step estimation app

<http://alphatauri3d.com/estimate-price/>

The screenshot shows a web-based estimation tool. At the top, the title is "HOW MUCH MY ANIMATION WILL COST?" with a subtitle "Estimate the cost of animation in six easy steps". Below the title is a progress bar with a blue circle containing "\$1,000". The main section is titled "Video Design Services" with the subtitle "How can we help to design your video? Select the services below". There are four service options, each with a circular image and a blue checkmark:

- SCRIPT**: A professional SCRIPT created by our expert medical writer. Image: A desk with a pen and a document.
- STORYBOARD**: a visual scene-by-scene plan of the video. Image: A storyboard with several panels.
- VOICEOVER**: recorded by a professional voice artist. Image: A woman wearing headphones speaking into a microphone.
- SOUNDTRACK**: carefully selected audio background. Image: A close-up of a person's hands on a piano keyboard.

At the bottom of the interface, there are two buttons: a blue "NEXT STEP" button with a checkmark icon, and a grey "return to previous step" button with a left-pointing arrow icon.

