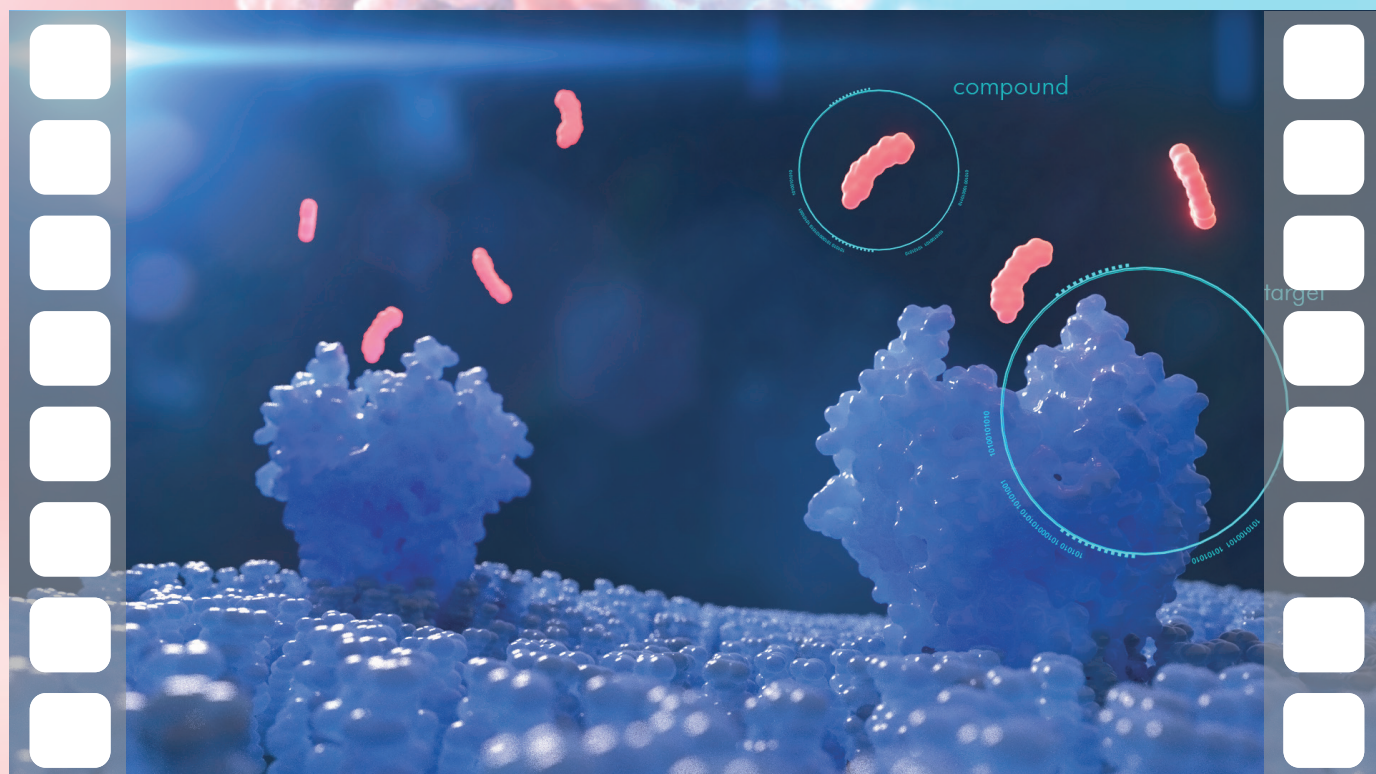




ALPHA TAURI
3D GRAPHICS
BIOMEDICAL ANIMATION

FROM IDEA TO SCREEN

VIDEO PRODUCTION PROCESS



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.

PART 1: Introduction of a disease and its impact on human life

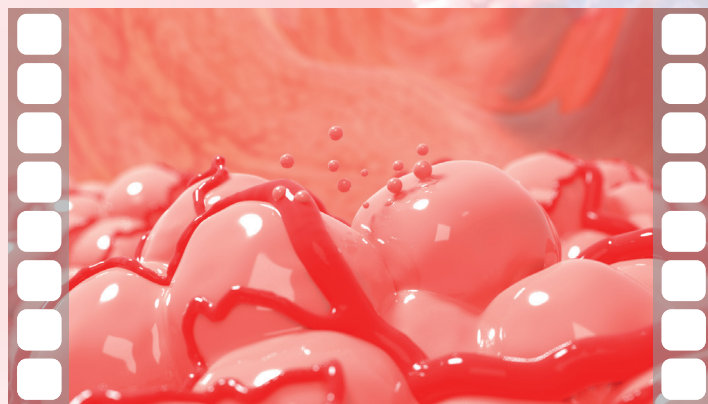


- Number of people affected globally
- Hospitalizations and deaths annually
- Cure success of traditional therapies
- Socioeconomic statistics



- Patient symptoms and ailments
- The psychological toll of a disease
- Effects on the family and caregivers
- The financial burden of traditional therapies

PART 2: Detailed mechanism underlying the disease



- Dysfunctional molecular cascade
- Disrupted physiological process
- Infection by a pathogen
- Immune system impairment



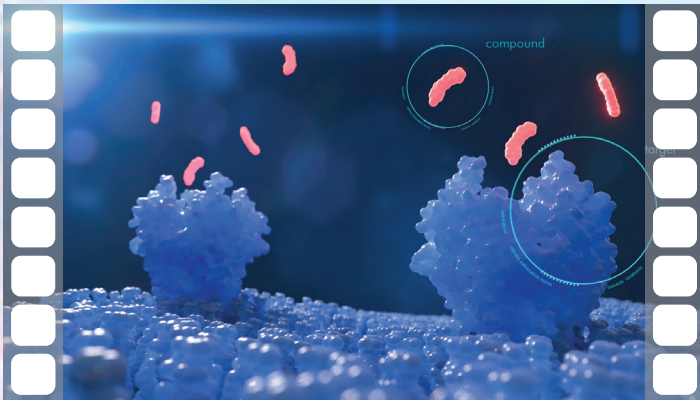
- Anatomical changes
- Tissue damage or deterioration
- Surgery needed
- Dietary effects on the body

VIDEO STRUCTURE

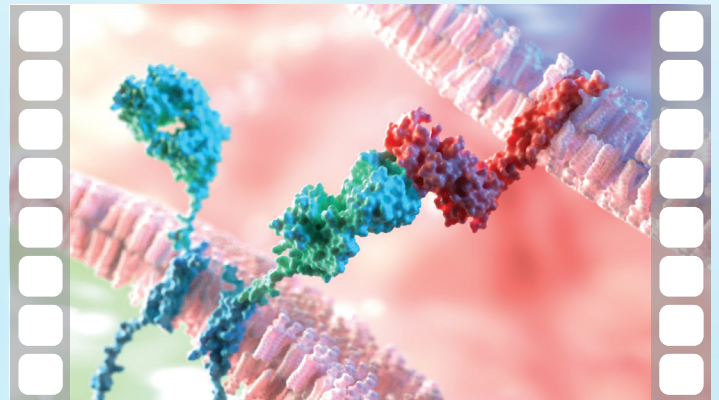
PART 3: Introduction to your company and mission statement

We usually create a short company's logo sting here, followed by an impactful mission statement. This statement introduces the client's unique approach to cure the disease or develop a therapeutic platform.

PART 4: Presentation of your therapeutic platform



- Blocking of the dysfunctional pathway
- Restoration of a physiological process
- Destruction of a pathogen
- Enhancing the immune system



- Organ health restored
- Regeneration of damaged tissue
- Successful surgery
- Healthy diet impact on the microbiome

PART 5: Conclusion – impact on the patients' lives



- Survival improvement prediction
- Possible reduction of hospitalizations
- Replacement of current therapies
- New therapy affordability



- Relief of patients symptoms
- Improvement of patient mental health
- Resuming normal activities with family
- Lessening of the caregiver's burden

PROJECT PLANNING

Creating the video may take around 12-20 weeks to complete, depending on the animation complexity, amount of revisions, and swift communication between the parties



SCRIPT

We work with you on a script synopsis first to build a solid foundation for the video. Our expert medical writer creates the script, which serves as a guide for a Storyboard creation.

Timeline: 2-4 weeks

STORYBOARD



A storyboard is a detailed visual 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.

Timeline: 2-3 weeks

PROJECT SERVICES



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 to us.



SOUNDTRACK

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

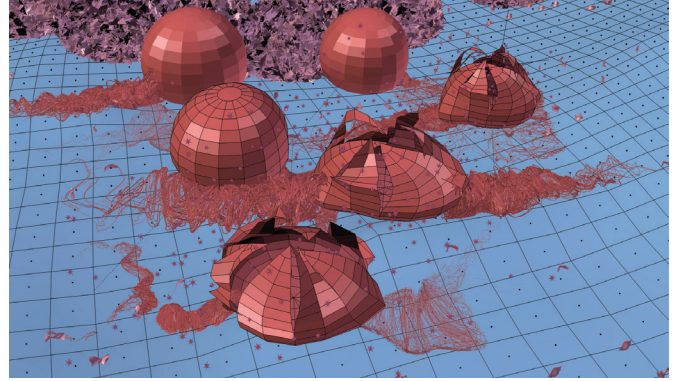
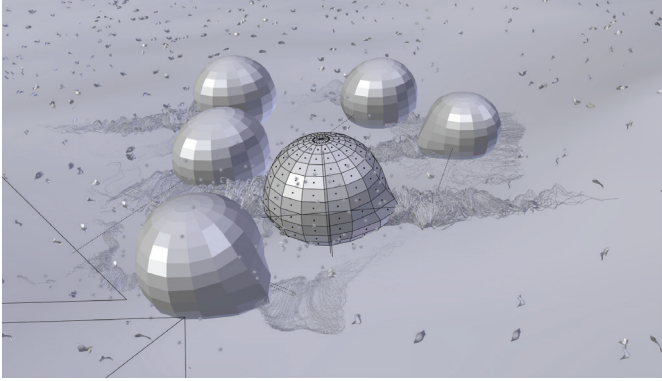


LIVE VIDEO RECORDING

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

PROJECT PROGRESS

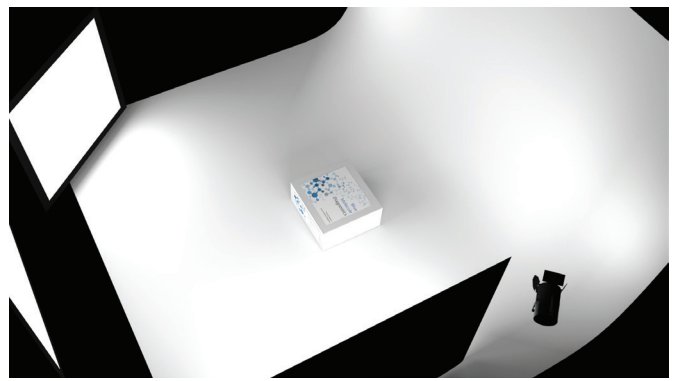
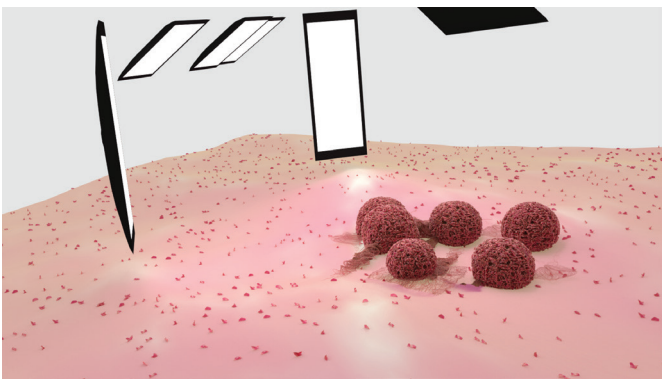
3D MODELING AND ANIMATION



3D modeling and animation are the most time and resource consuming parts of the project. We create our models in 3D virtual space, by sculpting them from simple shapes. All molecular models in our work are scientifically correct and built based on crystallography data from Protein Data Bank. After basic 3D modeling, we create the first animation draft, which is called Animatics and offers a basic preview of the animation elements in motion.

Timeline: 3-4 weeks

OBJECT TEXTURING AND SCENE LIGHTING

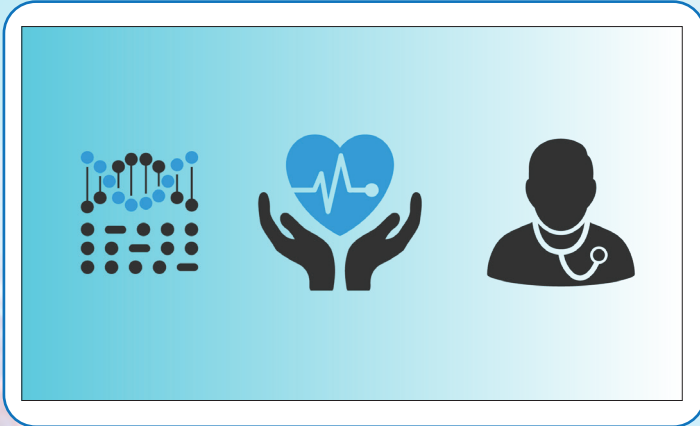


We apply colors, shadows, transparency effects and textures to the objects and backgrounds. In order to create a convincing illusion of depth, we setup virtual lights to create shadows and reflections. We optimize the animation, add some special effects, like motion blur or light flares and glows.

Timeline: 2-3 weeks

PROJECT PROGRESS

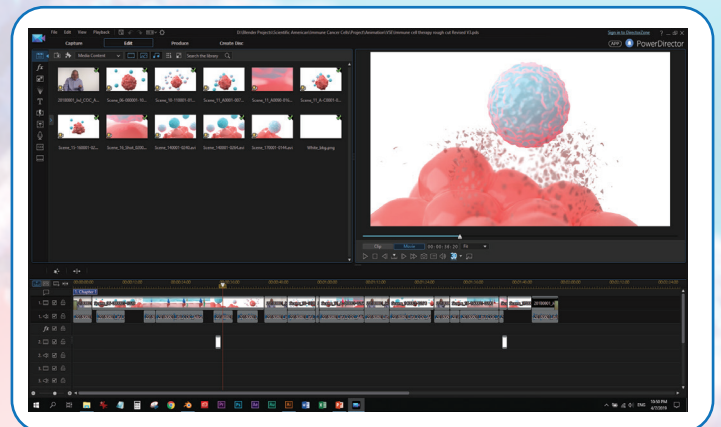
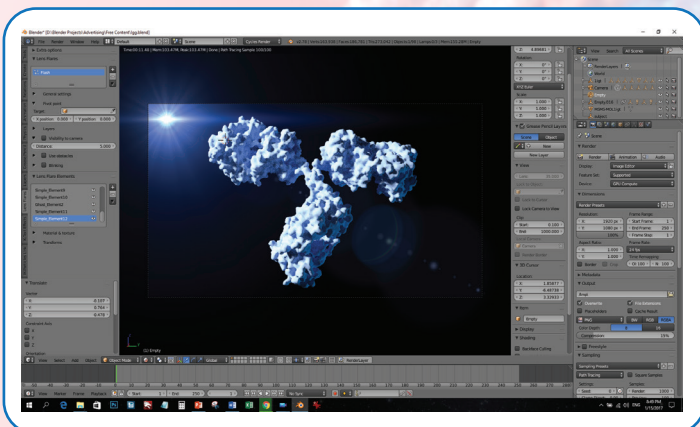
MOTION GRAPHICS AND KINETIC TYPOGRAPHY



We use motion graphics and kinetic typography to enhance the message conveyed in the video. This type of media enables the representation of additional data related to the main subject, for example, results from a client's clinical trials or current therapeutic market statistics.

Timeline: 1-2 weeks

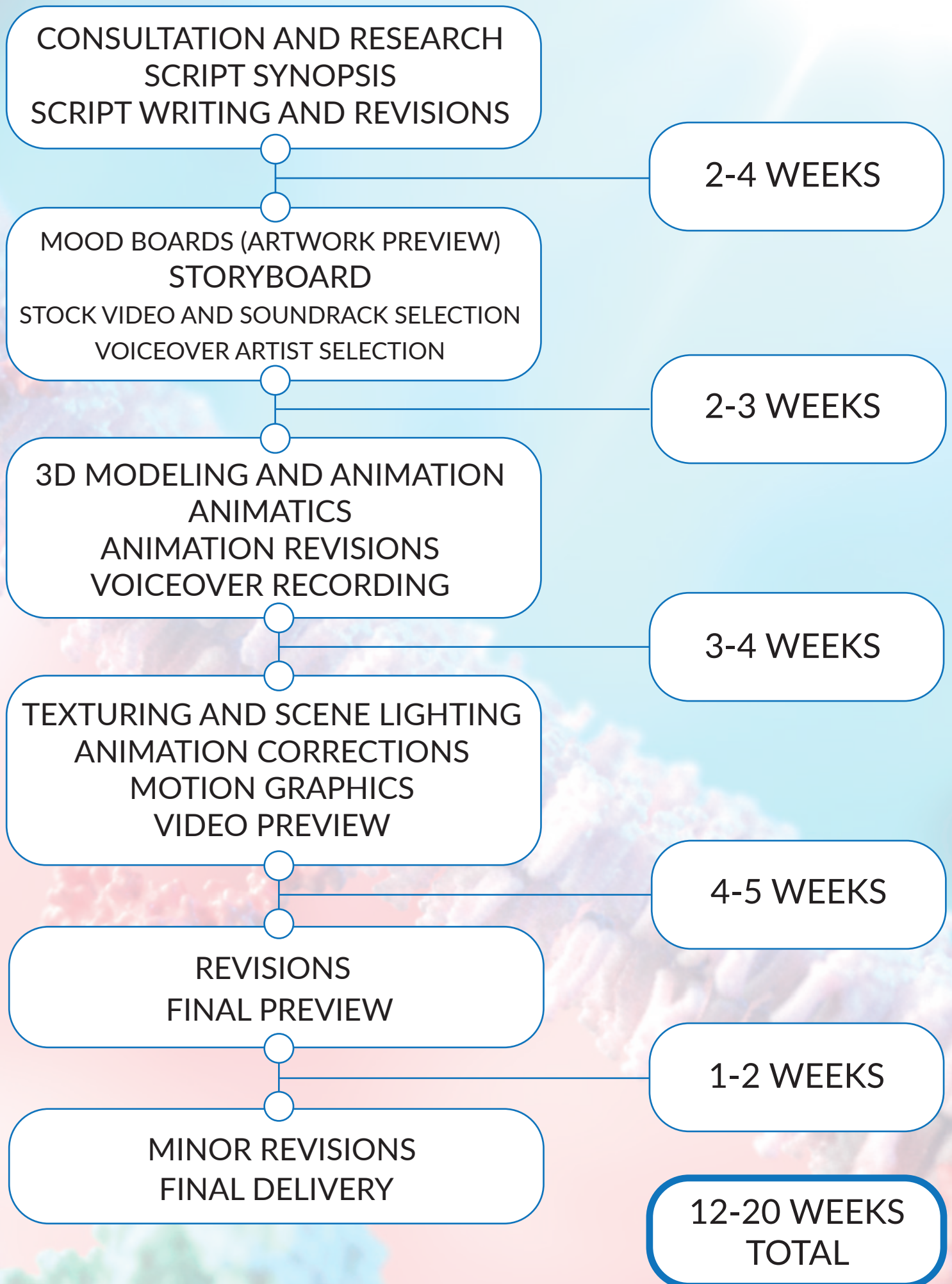
RENDERING AND VIDEO SEQUENCE EDITING



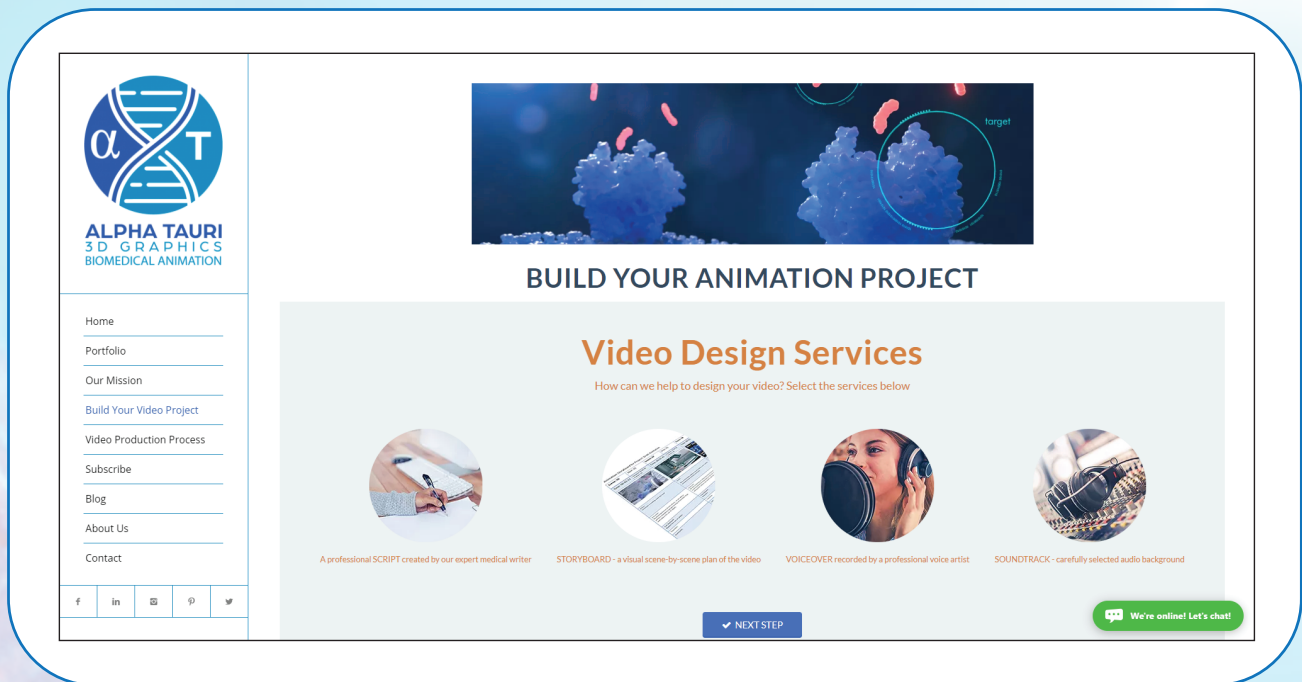
The final animation sequences are created frame-by-frame in the process called rendering. We use cloud computing for this purpose to speed up the process. In Video Sequence Editing (VSE) all elements come together - the 3D clips, motion graphics, voiceover, and soundtrack.

Timeline: 2-3 weeks

PROJECT TIMELINE SUMMARY



PROJECT COST ESTIMATION



Share your project and creative ideas with our team and let us turn them into reality. You can now use our website to build your own project, and contact us regarding the price estimation. Start your project today at:

<http://alphatauri3d.com/build-your-project/>



Or contact us directly!

Cassandra Clifford, our Account Manager will be happy to answer any questions.

Contact Cassandra at 1-262-220-7702 or cassandra@alphatauri3d.com