



10 Project Workflows & Timeline

PREPARED BY TEN OVER MEDIA

In order to efficiently collaborate with your team and fully understand your marketing and visualization needs, we've provided simple yet complete timeline and workflow summaries outlining how we ensure the high level of care that will make your property come to life.

The following pages outline the process our team follows to take the idea for a property and transform it into a visual experience through films and images.

Typical Film Workflow

Please understand that this is a linear process. Any changes requested by the CLIENT after a previously approved Phase will result in additional fees.

1. FILM PREPARATION

3D MODELING

- Create 3D model
- Site work in areas visible as defined in project scope
- Detailing on building, site and landscape
- Create and apply materials while directing staging style

PLANNING

- Determining length and aspect ratio of the film
- Creation of a reverse schedule
- Development of video style based on project target audience

AUDIO

- Soundtrack research, validation, and licensing

IMAGE

- Location scouting and shooting tests of the 3D project
- Development and listing of image shots
- Stock footage research

2. FILM PRODUCTION

IMAGE

- Shooting sessions of the 3D project
- Shots rendering
- Editing process preparation and files conversion
- Shots editing
- Special effects conception based on stock footage
- Pre-color corrections

AUDIO

- Edit soundtrack and sound effects
- Research sound effects
- Mix pre-sound

EXPORTS

- Render of Work In Progress
- Export in H.264 720p of Work In Progress
- Upload of Work In Progress in a Google Drive folder
- Client review and feedback
- Final approval by Client

3. FILM VALIDATION & READY-TO-BROADCAST

IMAGE

- Refine the video shots
- Complex material, lighting, and color adjustments
- Resolve glitches
- Render of final video shots
- Update video with final renders

AUDIO

- Fine tune sound mixing and soundtrack

EXPORTS

- Export in H.264 native and compressed formats (720p & 1080p resolution will be provided, 4K resolution available at an additional fee)
- Upload of the native and compressed files on a cloud-based file transfer service
- Upload of final video in a Google Drive folder

Typical Image Workflow

Please understand that this is a linear process. Any changes requested by the CLIENT after a previously approved Phase will result in additional fees.

1. 3D MODEL REFINEMENTS

- Check Client-provided 3D model for accuracy
- Create 3D model from 2D drawings OR refine provided 3D model
- Develop site in visible areas as defined in project scope
- Corrections and refinements
- Set up preliminary materials
- Prepare data & transfer to rendering program

2. DRAFT RENDERINGS

- Model lighting and shadows
- Map and refine primary materials
- Create primary landscaping
- Set up camera location
- Define image format ratio
- Send out to Client for first review
- Refine view
- Send out to Client for second review
- Refine view (if needed)
- Final approval by Client

3. FINAL RENDERINGS

- Layout and special effects on 2D people
- Adjust materials, reflectivity, and mapping
- Fine tune sky, clouds
- Create and refine supportive landscaping
- Make complex color and lighting adjustments
- Develop final special effects

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INITIAL CLIENT MEETING

Getting familiar with the project goals and needs.

DATA EVALUATION & QUOTE

Drawings and documents needed to get a quote. Refer to Data Checklist.

DATA GATHERING & SITE VISIT

Contract is signed.
Drawings and documents needed to get the project started.

PROJECT PREPARATION

Detailing and refinements to the 3D data. Determine video style and story.

FILM & VIDEOS

Phases as described in the Film Workflow.

IMAGE RENDERINGS

Phases as described in the Image Renderings Workflow.