

IMAGE MAKER

IMAGEMAKERS AUDIO/VISUAL PRESENTATIONS

All ImageMaker's presentations are custom designed frame by frame. ImageMaker uses high-end 3D Animation only, or a combination of different types of media for the visualization of presentations and documentaries.

3D Animation is an extremely powerful visual tool with few limitations, but - creating 3D Animation is a very labour intensive process and therefore relatively expensive. **One** minute 3D Animation can take anywhere from 40 to 160 hours to produce, depending on the required **Visual Quality** and the **Complexity** of the project.

However, in order to keep the production cost as low as possible and make production more efficient, ImageMaker has introduced **Preset Outlines**. In the **Preset Outlines**, the **length** of the overall presentation, the **length** reserved for each subject (in sec) and the **type of media** for each subject is **pre**-determined. For each presentation there is a choice of quality and complexity levels. Overall the presentation is still custom designed for visuals and audio. There are many different outlines available.

You can have a production designed and created without an outline, however the cost will be higher and a reserve on the confirmed price will have to be established. Production time will also be longer.

ImageMakers's Audio/Visual presentations make use of 4 different types of visual media; 2D Animation, 3D Animation, Mixed Media (Motion Graphics) and Video. According to the type of presentation and the story; 1, 2 or a combination of 3 media will be used for visualisation. ImageMaker's Full Featured Presentations (**TS Outlines**) are accompanied by narration in any language, music and sound effects and are based on either a technical script or a story script.

3D ANIMATION

ImageMaker offers for its 3D Animations: **4 Visual Quality Levels & 4 Complexity Levels**

Visual Quality Levels for 3D Animations: Q1 –Q4

Q levels range from 'schematic' Process Flow/Product Visualizations (**Q1**) in Swift basic 3D to accurate Photo-Realistic high-end 3D Animations in Maya (**Q3 and Q4**) and anything in between.

Q1 Basic 3D Visualizations: are short graphic style 3D animations. Clear and to the point they are an excellent tool to give a technical overview of process or product.

Q2, Q3 and Q4 3D Animations are technically accurate and are built from original technical information (from, AutoCAD, Micro station, Arc Info, MapInfo, Gemcom, Surpac, Data Mine, Vulcan etc.) all woven into an appealing and realistic virtual tour. These animations can be extremely high in detail and have photo realistic texturing.



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The most noticeable difference between the **Q** levels will be in the:

Modeling: The level of modeling shows itself in the accuracy (dependant on available data) and close-up of details of units, buildings, landscapes, the presence of characters, moving objects etc.

Texturing: ranges from a 'graphic look' to 'photo'-realistic visualization. Medium to high-end texturing makes use of 'photo' realistic details in high/ultra high resolution in texturing and a more complex use of lights / shadows and the use of atmospheric effects. Higher end textures allow for a wider range of camera moves and close-ups.

Complexity Levels of 3D Animations: C1 –C4

These levels refer to the required number of locations, exterior, interior), cut-aways, close-up's of a process inside a unit or even a further 'zoom-in' to show a microscopic visualization of a process and (animated) elements in the environment.

The storyline and the required details in information determine the complexity level.

MIXED MEDIA

For subjects that are not to be visualized by 3D Animation, such as corporate/financial information, promotional taglines, or subjects where proof or eyewitness account is required ImageMaker uses Mixed Media. Mixed Media ranges from integration of stock or provided video and photos, to custom designed conceptual Motion Graphics and 2D and 3D Illustrations.

VIDEO SHOOT

ImageMaker uses original video footage shot 'on-location' and interviews for its Presentations and Documentaries as a sole visual but more often **in combination** with 3D Animation and Mixed Media, depending on the story and the client's requirements.

PRESET OUTLINES

Each of these outlines come in different Quality and Complexity levels and are priced accordingly. The link to our 'SAMPLE PAGE' will give you access to sample clips of our work that you can use as reference for Quality and Complexity. Please note compressed files are used on the website and show a lower quality than the original presentation. Use for comparison between Q and C levels. www.imaker.ca/samples

For other reference please visit ImageMaker's website www.imaker.ca to view our portfolio.

Prices include: *Producer, Production Management, Art Direction, Technical Direction 3D, Research, Flash, Swift Designer or 3D Animator, Motion Graphic Artist, Music Design and Editing, 3D Suite and Render Farm, MG and Editing Suite, Rendering & Output & Upload, Filing & Back-Up and Hardware and where applicable: Script Writing, Concept development, Voice Over Talent, Recording Studio, Editing, Mixed Media Design, Digital Storyboarding and Stock Video and Photo's.*

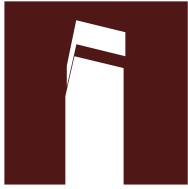


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- **2DF- NO NARRATION - Process Flow/Project/Product Visualization in Flash 2D**
From: \$ 1500.-

Interactive visualization that provides an overview of a process or a product or in details in chapters:

Minimum chapters: 2
100% 2D Flash Animation
No Narration / Music optional
Output DVD + Web version

- **PF- NO NARRATION - Process Flow/Product Visualization in Basic 3D**
From: \$ 3500.-

Short graphic style animated visualization that shows the flow of a process/ project, on a generic plain background, with labelling.

1.5 min
100% 3D Animation
Labelling
Music
Output: DVD + Web version

- **PFs – NARRATED - Process Flow/ Product Visualization in basic 3D**
From: \$ 5000.-

1.5 min
100% 3D Animation
Labelling
Narration and Music
Output: DVD + Web version

- **T1 – NO NARRATION - Technical or Educational Presentation**
From: \$ 5500.-

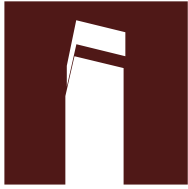
Purely technical presentation, giving an overview and a description of a project, process or product:

1.5 min – 3.5 min
100% 3D Animation
Labelling
Music
Output: DVD + Web version

- **TS1 - NARRATED - Technical or Educational Presentation**
From: \$ 7000.-

Purely technical presentation, giving an overview and a description of a project, process or product:

1.5min – 3.5 min
Script: technical description for narration
100% 3D Animation
Narration and Music
Output: DVD + Web version



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- **TS2 - NARRATED - Promotional Technical Presentation**

From: \$ 12500.-

To the point presentation giving an in-dept explanation of a project or process or product with additional short corporate info and promotional tagline:

2.5 – 5.5 min

Promotional script for narration

Approx. 75% Maya 3D Animation

Approx. 25% Mixed Media

Narration and Music

Output: DVD + Web version

- **TS3 - NARRATED - Corporate Presentation**

From: \$ 35000.-

Complete presentation including: corporate and financial subjects, an overview of all of company's projects, in-dept explanation of flagship project(s), and promotional tagline. *Optional: Interview Shoot & Integration of Interview*

6.5 – 10.5 min

Corporate story script

Approx. 60% Maya 3D Animation

Approx. 40% Mixed Media

Narration and Music

Output: DVD + Uncompressed + Web version

CORPORATE DOCUMENTARIES

No outlines available, please ask for quote:

Corporate Documentary (inc. Interview and/or Video Shoot on location):

From: \$ 45000.-

Cinematic appealing presentations, including full corporate story, background and financial info, global position, corporate vision, corporate responsibility, overview of all companies projects, in-dept explanation of each project, a strategic promotional tagline, interviews with key people (optional), video shoot on location. These presentations are based on a conceptual, full story script with a clever storyline.

6.5 – 22 min or longer

Approx. 30% Maya 3D Animation

Approx. 10% Mixed Media

Approx. 50% Original Video (shot on location)

Approx. 10% Interviews (optional)

Output: DVD + Uncompressed + Web version