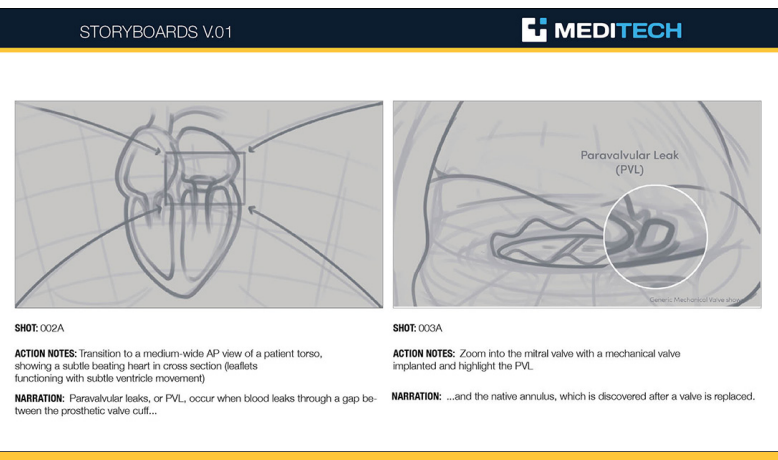## OUR ANIMATION DESIGN PROCESS

AT MEDITECH COMMUNICATIONS WE FOLLOW A PROVEN SEVEN STEP APPROACH TO DEVELOP YOUR PROJECT

1 | DISCOVERY & PROPOSAL

Our process starts with discovery. We listen to your needs and ask questions. Then more questions. Then research. We define project requirements including target audience, use case, budget, and timeline.

2 | OUTLINE & SCRIPT

Next we work with your team to create a comprehensive outline complete with on-screen text and a voice-over script if needed.

☑ **Approval Stage**

STORYBOARDS V.01   MEDITECH

SHOT: 002A

ACTION NOTES: Transition to a medium-wide AP view of a patient torso, showing a subtle beating heart in cross section (leaflets functioning with subtle ventricle movement)

NARRATION: Paravalvular leaks, or PVL, occur when blood leaks through a gap between the prosthetic valve cuff...

Paravalvular Leak
(PVL)

SHOT: 003A

ACTION NOTES: Zoom into the mitral valve with a mechanical valve implanted and highlight the PVL.

NARRATION: ...and the native annulus, which is discovered after a valve is replaced.
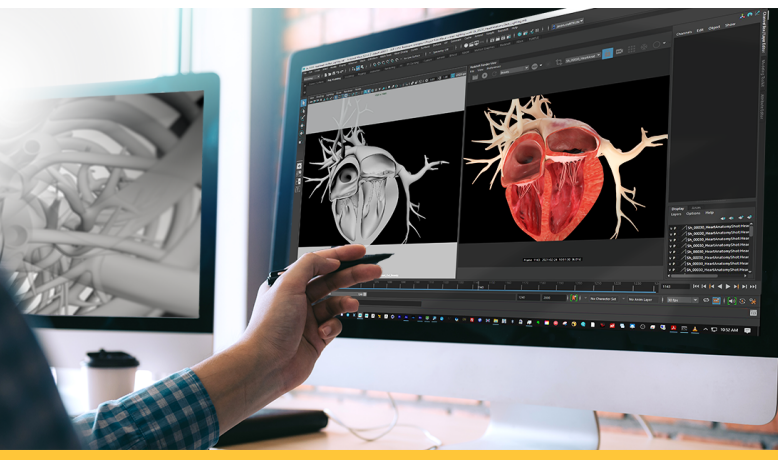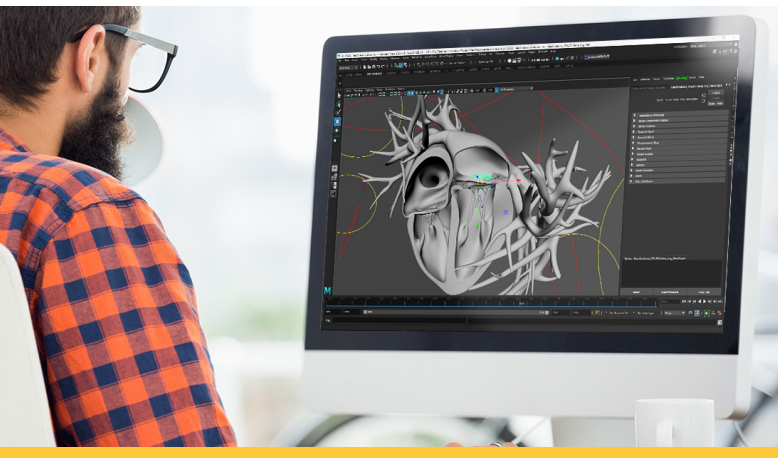
3 | STORYBOARD

We take that approved outline and apply our experience and creativity to develop a storyboard, a simple illustrated version of the script. This will serve as the blueprint for your animation.

☑ **Approval Stage**

4 | 3D MODELING & RIGGING

While the storyboard is in development our 3D team is busy building the models and setting them up to move. We'll be asking for CAD files and reference material to ensure complete accuracy.

☑ **Approval Stage**

5 | ANIMATION

Finally, we'll bring your story to life through imagination and motion. Early drafts will be greyscale to make sure we've got everything right before we go through the process of adding color.

☑ **Approval Stage**

6 | VISUAL DEVELOPMENT

While the animation is in progress our artists are hard at work developing the look and feel of the animation. You'll see full color images of key scenes from your animation which will accurately represent your brand and story.

☑ **Approval Stage**

7 | POST PRODUCTION

Once the preliminary animation is approved we render out all the individual frames in full color. We combine these frames with music, effects, and graphics to complete the experience and deliver it in whatever format you need wherever you need it.

DELIVERY!