

OUR MOTION 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 any on-screen text and a voice-over script if needed.



Approval Stage

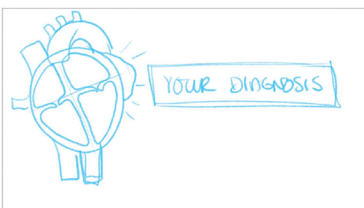


3 | STORYBOARD

We'll take that approved outline and turn it into a storyboard, a simple hand drawn version of the script. This will serve as the blueprint for your video.

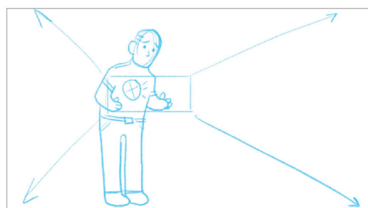
STORYBOARDS V.01

MEDITECH



SHOT: 002A

ACTION NOTES: Chapter Title screen



SHOT: 002B

ACTION NOTES: Zoom out from heart on patient



UNDERSTANDING ATRIAL FIBRILLATION

YOUR DIAGNOSIS



SHOT: 002A

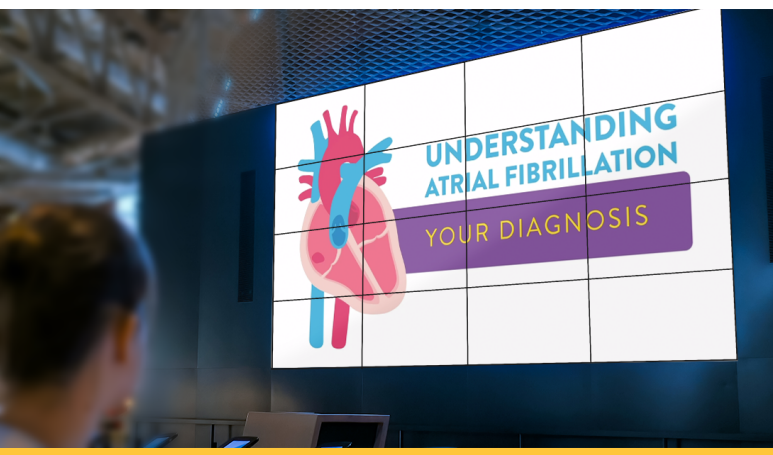
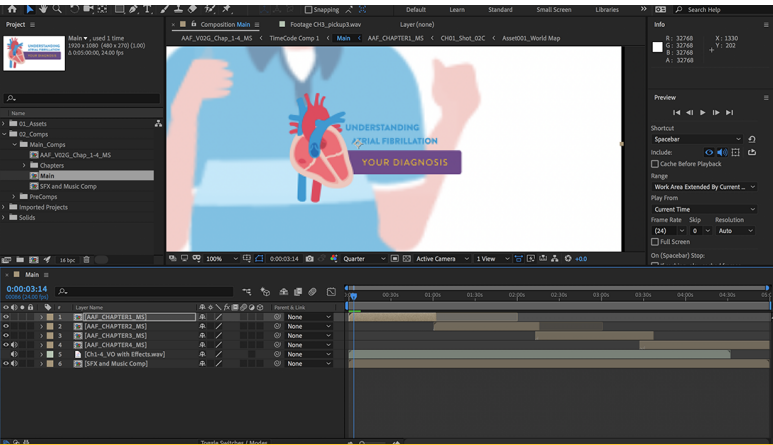
ACTION NOTES: Chapter Title screen

NARRATION: If you've been diagnosed with...

SHOT: 002B

ACTION NOTES: Zoom out from heart on patient

NARRATION: atrial fibrillation, also known as Afib, you are not alone.



4 | STYLE FRAMES

We select key scenes from the storyboard and develop full color mockups to show the proposed finished designs.



Approval Stage



5 | ANIMATIC

The approved style frames are then timed out to temporary narration to create an animatic; a preliminary animation which demonstrates the timing and pacing of the video.



6 | ANIMATION

Finally, we bring your story to life through imagination, motion, and supporting text.



Approval Stage



7 | POST PRODUCTION

After completing the animation we add the final narration, music, and sound effects. Once it's finished we deliver the final video in whatever format you need wherever you need it.

DELIVERY!

