

### **How Does Creative Mediapulse Technologies Handle the Project?**

We have all process well defined in an international Operation and we are giving you the same below so that you are also familiar with the same - to avoid future confusions.

1. Pre – Project analysis
2. Project Production
  - a. Pre Production
  - b. Production
  - c. Post Production
3. Post Project Support

#### **1. Pre Project Analysis:**

1. Requirement Analysis
2. Proposal & Quotation
3. Approval of the step 2 from client.
4. Issue of Work order with 50% of the agreed Amount from the client.

#### **2. Project Production:**

##### **I. Pre Production**

- a. Interaction of the Creative and Technical team consisting of Designers, Visualizers, Video directors, Script Writers etc. with the client - Skype (for free Online communication), chat, yahoo messenger, Telephone etc. A Brain Storming session with the People in the organization to help in understanding the objectives of the entire Project.
- b. Draft work – Based on the Inputs of the Previous Process, Our creative team will come out with the Script / Story Board for the entire Project. The Story Board involves scene-by-scene shots that will be used in the Video Presentation.
- c. After approval of the story Board from the client, the team will now move onto the Production Part of the Project.

##### **II. Production**

In this section, 2 kinds of development take place:

- a. Video Shots – the Video Shooting team along with the Director, Camera man, Sound Artist, Light Artist, Helpers will visit the facility to capture the shots required by the story Board. The Location of the shots will be decided well in advance before the team arrives at the venue during the Pre-production stage.

b. Virtual reality Simulation –

Our 3D Team does the following:

- 3D Models are created by the Modelers
- Modelers will also do background and Set Modeling.
- Rigging Specialists will do Rigging.
- Lighting artist will do the Lighting of the Model as well as the Set.
- Animators will do the animations so that we get the shots as described in the Story Board.
- Rendering – different shots are rendered in this section.
- Special effects are added at various shots.

### **III. Post Production**

- a. Voice Over – Professional artists will render their voice to the Presentation so that we capture the hearts of the audience.
- b. Music – A melodious music will help us to go deep inside the hearts of the audience and make them emotional and touchy about the Houbara
- c. Composing – All project parts are composed in this section. It will be a blend of Video, 3D Virtual simulation, Voice Narration, special effects and Music to create a beautiful Product.
- d. Rendering – All the above components are rendered to create the first cut of the virtual reality video.
- e. Feedback and incorporation of the changes – The first cut will be shown to the client, based on the feedback, the necessary changes are incorporated in the presentation so that we ensure that the visionary message is being communicated in the video.
- f. Final Video – After incorporating the changes desired by the client (In context to the script), the product is ready for final Presentation.

This way, we make the entire process of developing a multimedia Presentation very much pleasurable for the client. They will enjoy the video as well as the journey of making the same.

### **3. Post project Support**

In Addition to providing the client with a beautiful product, Creative Mediapulse Technologies Pvt. Ltd. will provide the post project support to the client in utilizing the product to reach the target audience. Creative Mediapulse will welcome the feedback from different audience so that we can make a better product next time. The best way to improve the product is to address the critics of the product.

Different mediums of making the video reach the target audience will be provided to the client at an additional cost. (Optional)

**VI. Delivery:**

The delivery of the completed product will be done only after receipt of complete payment for the amount due from the client.

- Cheques are subjected to realization.
- Online Transfers are subjected to confirmation from our Banker.

We propose that we would like to be associated with **your Company** for a long-term mutually beneficial relation & continue serving with our **Innovative & Creative new age Communication Solutions.**

**End of Project Approach Document**