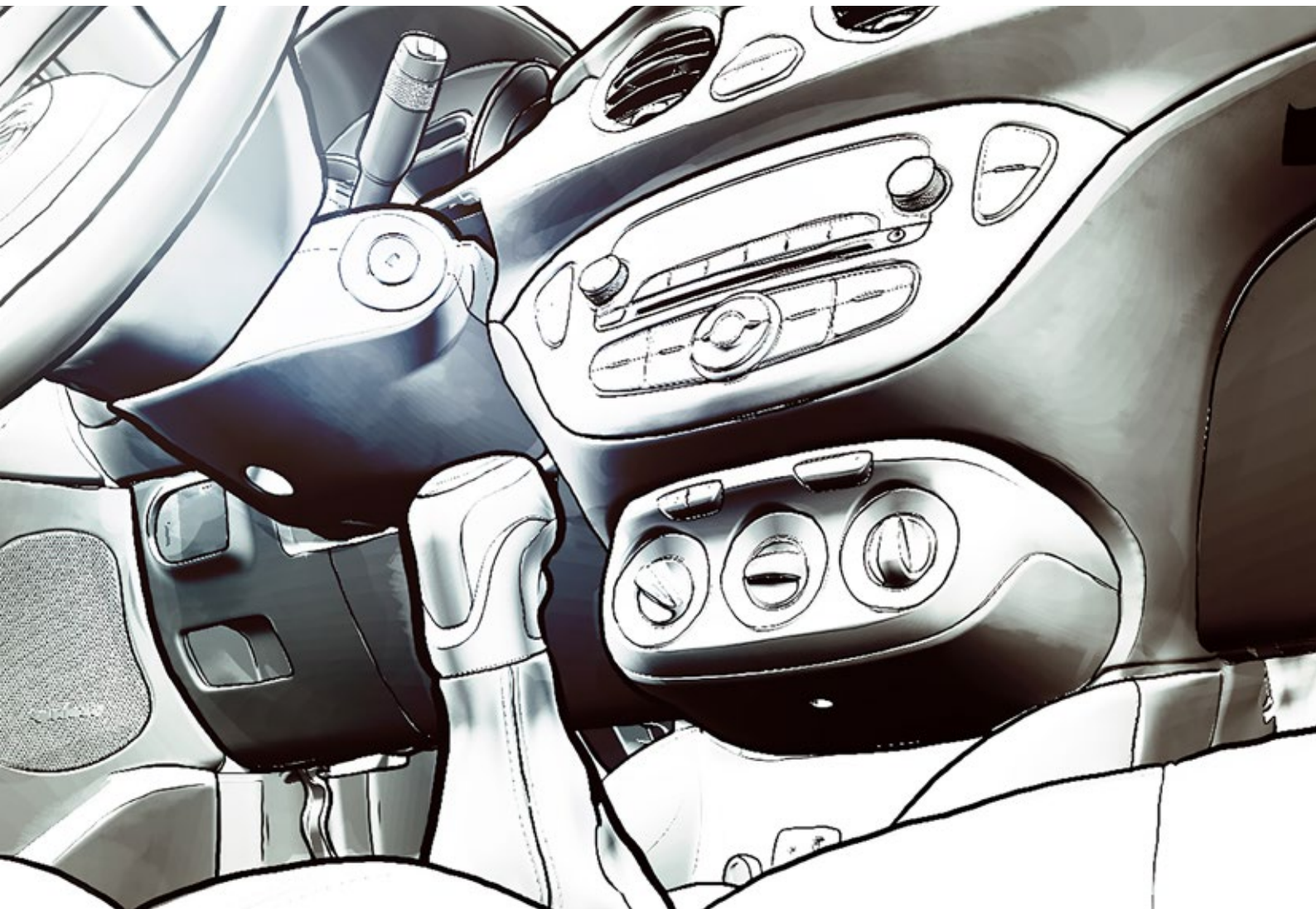




3DEXPERIENCE

CREATIVE CONCEPTS & STORYBOARDING

USE THE BEST IDEAS TO EXPRESS YOUR PRODUCT



ENHANCE CREATIVE STORYTELLING AND CAPTIVATE AUDIENCES

Producing Computer-Generated Imagery (CGI) for a variety of different marketing assets has become standard. However, aligning the creative concept with strategic corporate communication objectives can be difficult. It involves ensuring that the all so important emotional punch of the story idea is translated into the final delivered asset. The Creative Concepts & Storyboarding solution combines the latest professional high-end 3D visualization technology with creative flair to deliver stunning computer-generated (CG) concepts that are cost-effective and technically feasible. Those concepts can cover just one product configuration, or be scaled up to global campaigns that include a range of variants, localized versions, and special editions.

Behind every great marketing asset is a compelling story

Emotions best manifest themselves through a cohesive story that connects products and brand attributes with audiences to create a compelling reason to believe. Creating engaging concepts and storyboards is a process-driven approach that guides creative expression and helps ensure that client expectations are met.

The creative concept and storyboarding process

The spark of an idea for your video material and Computer Generated Imagery becomes a refined creative concept through a series of steps that include: treatment creation, scribbles and mock-ups, storyboard creation, and mood board creation. At the end of the creative concept and storyboarding process you will have a complete understanding of: how your video assets will look, the story that will be told, and the emotional responses that the video intends to elicit from target audiences.

Partially or fully computer-generated scenes

Productions can be either partially or fully computer-generated. Partially computer-generated productions make use of real video material within the scene, and are usually used to highlight a specific product benefit. With full CG material all elements of a movie are virtual; every scene frame is custom designed to deliver an amazing CGI experience that resonates with target audiences.

A stepwise approach that delivers innovative and creative content

The process of creating engaging CGI and movie content involves:

- Treatment creation – a written explanation of the story outline that details what the customer is trying to achieve along with the desired outcome.
- Scribbles and mock-ups – a rough drawn concept that visualizes the story outline. It is created as a series of scene sketches that includes camera angles and text placeholders.
- Storyboard creation – take the form of scene scribbles designed to tell the story in a visually detailed way – building on the drafts and mock-ups previously created. Storyboards highlight how the emotional impact of the story will be created for audiences when the asset is produced.



- Mood board creation – a collection or production of images and films which define the look and feel of the asset that will be created.

Material creation that suits your needs

Customers like OEMs have very specific needs and work closely with chosen agencies to realise their strategic creative vision. At FLAVOR3D we can work either directly with you, or in conjunction with your chosen agency to produce computer-generated still images and movies. Customers and agencies leverage our entire development process – from concept to finished assets, or focus on a specific creative process such as the creation of mood boards and storyboards.

Speed, quality, and stories to remember

3DEXCITE customers benefit from leveraging existing CAD geometry and finished 3D scenes to accelerate their movie and print productions. The Creative Concepts & Storyboarding solution provides a wide range of consulting services that helps guide our clients to create content that is not only visually outstanding, but delivers the emotional impact that only a well-crafted story can.

Benefits

- Technological know-how and digital production expertise guarantees the feasibility of proposed concepts
- Cost-efficient reuse of 3D models delivers consistent storytelling across multiple channels
- Content creation is designed for audience consumption across a wide range of different channels: events, web, mobile, social media, television, and cinema
- Flexible adaptation of content in response to changing product definition or life-cycle updates

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

