

KICKOFF

ARTDIRECTION

WINTER FRAMES

COLLOUR DRAFTS

DELLIVER

Our kickoff call is an essential, collaborative session where we connect with key stakeholders. We gather comprehensive insights to ensure that our creative approach is fully aligned with the project's vision. We discuss any constraints or challenges, the intended use case for the content we'll be creating, and share creative ideas to spark alignment early on.

Drawing directly from the insights of our kickoff meeting, we examine the project's historical influences and source references to keep the narrative contextual and authentic. We review the brand and positioning, and explore the target audience's lifestyle, preferences, and current environment—to create imagery that resonates on a personal level.

Our artists experiment with compositions and lighting scenarios for the images in scope, plus any extras we feel bring unique value to the set. We like to pair each composition and lighting option with a photographic reference, which will be used to hone in on an agreed approach to the colour and tone of the final CGI.

With the application in this stage of materials, surface finishes, paint colours and indicative styling, our colour drafts are a chance to review each image in scope as fully developed, including post production. This helps to ensure all stakeholders can make informed decisions and the project team can confirm the overall narrative and creative language.

As we move from drafts into full resolution images, minor revisions are made as needed in consultation with the appropriate stakeholders. With all elements approved we can deliver the final assets in a range of formats and resolutions and discuss possible directions for animation, film or 360 tours based on the completed still scenes.



RECENT PROJECTS.

MILESTONES