GOVAK REALITY | **STUDIO**

Business proposal: Educational 3D Animations

Date: March 24th, 2021

Meet Govak Reality

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Virtual and Augmented Reality, now smart and data-based. Our Studio offers an unique partnership to work on your extended reality projects.

Meet Govak Reality

Guilherme Novak

Your project manager. Psychologist and developer. Co-author of Cipó de Jabuti, a virtual reality mini documentary shown at the UN. Member of the Global Shapers Community, an initiative by the World Economic Forum, TEDx Speaker and a UNLEASH talent.

Gabriel Drumond

Your administrative partner. Graduated in Business Administration on ESPM. Curator of the Global Shapers Hub Porto Alegre 16-17' and member of the Steering Committee of the Global Shapers Community in 18'. Executive Director of Brasco. Founder of Doralice.

Project briefing

A. **Educational 3D Animations**

Development of 6 characters and custom animations for WebAR project using AR.js and Unity.

• Educational 3D Animations
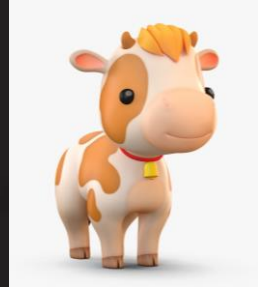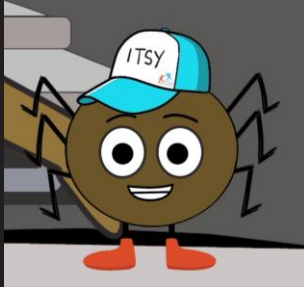
Kid-friendly and Educational

Based multiple assets provided by the client, a video call and a pre-visualization, we will design & develop characters with kid-friendly features.

Tailor-made and Generated Content

A custom spider character will be created and animated for the AR application. The 5 other characters will be humanoids, which are efficiently generated without compromising quality.

Facial Expression
Ivonne

Educational 3D Animations

Summary

Development of **6 characters** to be used in a WebAR application.

1st character will be a custom-made stylized spider with **1 animation track**.

2nd to the 6th characters will be stylized children, generated in proprietary software, they will have **1 animation track each** (total: 5 unique animation tracks).

All 3D animated characters will be imported in Unity.

Objectives

Develop 6 short animations to promote kindness and inclusiveness.

Public

Children of up to 10 years (to be further specified by the client).

Deadlines

10 days to deliver the 1st character.
20 days to deliver the other 5 characters.

Budget

Total cost of £ 1,150.33, with platform fee already included (15%).

• Educational 3D Animations

XR Projects	Briefing	Deadlines	Costs
• Educational 3D Animations	6 animated characters	20 days	£ 1,100.00
Required: Characters Pack	Avatars pack (link)	-	£ 50.33
Subtotal		-	£ 1,153.33
Total Estimate		20 days	£ 1,153.33

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