CLIENT
AT&T

PROJECT
FTX ARENA ACTIVATION PLANNING

DATE
OCTOBER 18, 2021

ROUND
TWO

PAGE
3

ACTIVATION PLAN

BURNIE 3D RENDER

CLIENT
AT&T

PROJECT
FTX ARENA ACTIVATION PLANNING

DATE
OCTOBER 18, 2021

ROUND
TWO

PAGE
4

BURNIE 3D RENDER

CONTEXT

What you'll see here:

· This is the **textured version** of the 3D model. This is including all the feedback up until this point and has all the logos and badges. The character is in t-pose so it can easily be rigged and animated.

What *won't* see, yet :

· Additional detail adjustments that add more 'roughness' to Burnie's individual textural elements. A final lighting pass has yet to be applied and may appear different in build.

What we'd like feedback/approvals around:

· General shape and proportions
· Treatment of details like fur and shoes
· Character recognizability