

# Stndrd\_@

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## Digital Production Process

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### 1 Discovery

Brief  
Research

During the initial stage of a project, the client approaches a production partner with a clearly developed brief. A short research period is conducted to address the brief properly. Documents such as the Digital RFP Checklist will help establish the project requirements.

### 2 Exploration

Concept Development  
Proposal

Taking all of the learnings from the briefing and research, a creative and technical treatment is developed. The production partner articulates all of their ideas and associated costs into a comprehensive proposal.

### 3 Consolidation

Pre-Production  
Prototyping  
Feedback  
**PPM**

The concept and creative execution are explored in their entirety. Extensive planning, preparations and prototyping uncover important considerations for final production. The *PPM* ensures that the client and production partner are fully synchronized before final production begins.

### 4 Realization

Production  
Feedback  
**Offline**  
Feedback  
**Online**  
Test  
Delivery

Assets are generated. Production can vary from live action, 3-D rendering, sound design to design visualization, etc. Assets continue to be refined based on feedback. An *Offline* is presented to client for further feedback and approval. An *Online* is presented as a final approval meeting. The production will be presented in its entirety. Testing is conducted before final delivery takes place.

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## Digital Production Milestones

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### **Pre-Production**

This stage encompasses further development of the concept, creative execution, technical research, prototyping and tests as well as wireframes, storyboards and establishing a design direction.

### **PPM**

This meeting outlines and examines all aspects of the collaboration between the Production Partner and the Client. The materials developed in pre-production should be approved during the Pre-Production Meeting (PPM) which is attended by all clients needed for approval.

### **Offline**

Preliminary site production (Offline Link) is presented to the client for consolidated feedback and approvals needed to continue with more detailed and conclusive phases of the production. In most cases, a basic clickable site is presented along with animations/movies that are to be included in the final result.

### **Online**

The Online can be seen as a final approval meeting. All clients attend it and the production is presented in its entirety. Any final tweaks are completed and testing begins. After successfully testing the production, final delivery signals the completion of the project.