

METHODOLOGY FOR DESIGNING YOUR HOLOGRAPHIC PROJECT

1



Hologram type



Mixed reality

Merging of a real object + hologram

- > **Selection of the real object**
(bottle, perfum, jewelry..)
- > **Animation brief**
(storyboard, length..)



3D Motion Design

Holographic animation «waou»

- > **Animation brief**
(storyboard, length..)

2



Medias centralization

What are the media to provide and those to create?

- > **Vector format logotype** (*.eps, *.ai)
- > **3D Model(s)** (*.obj, *.fbx...)
- > **Typography**

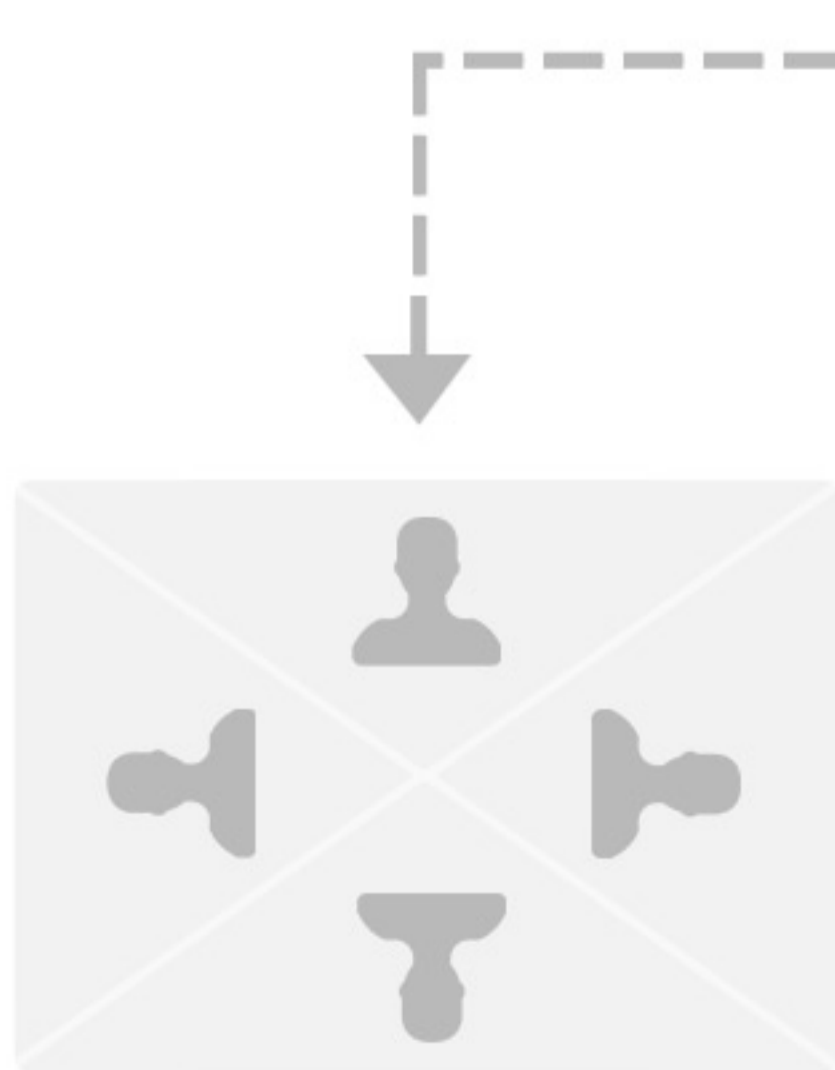
- > **Corporate video** (*.mp4, *.mov, *.avi,...)
- > **HD photos** (*.jpg, *.png, *.psd, *.pdf...)
- > **Shooting green screen video** (Speaker...)

3



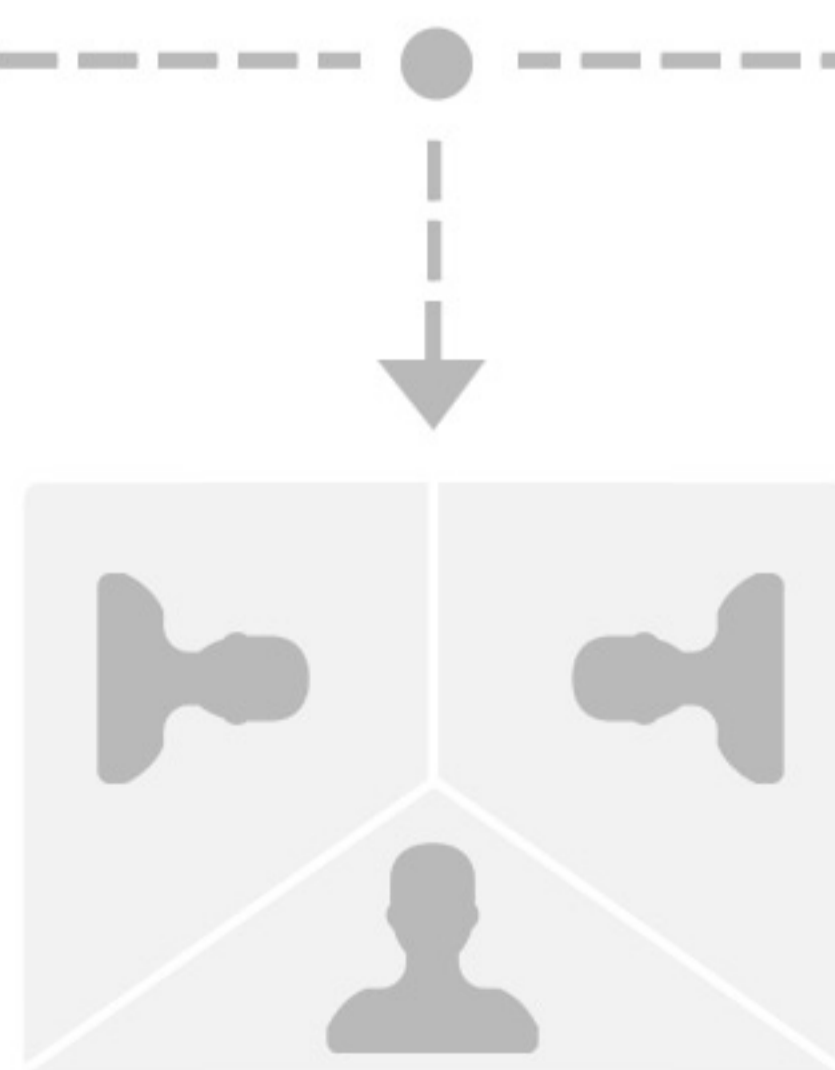
Creation of the animation

Adaptation of the animation to the final holographic support.



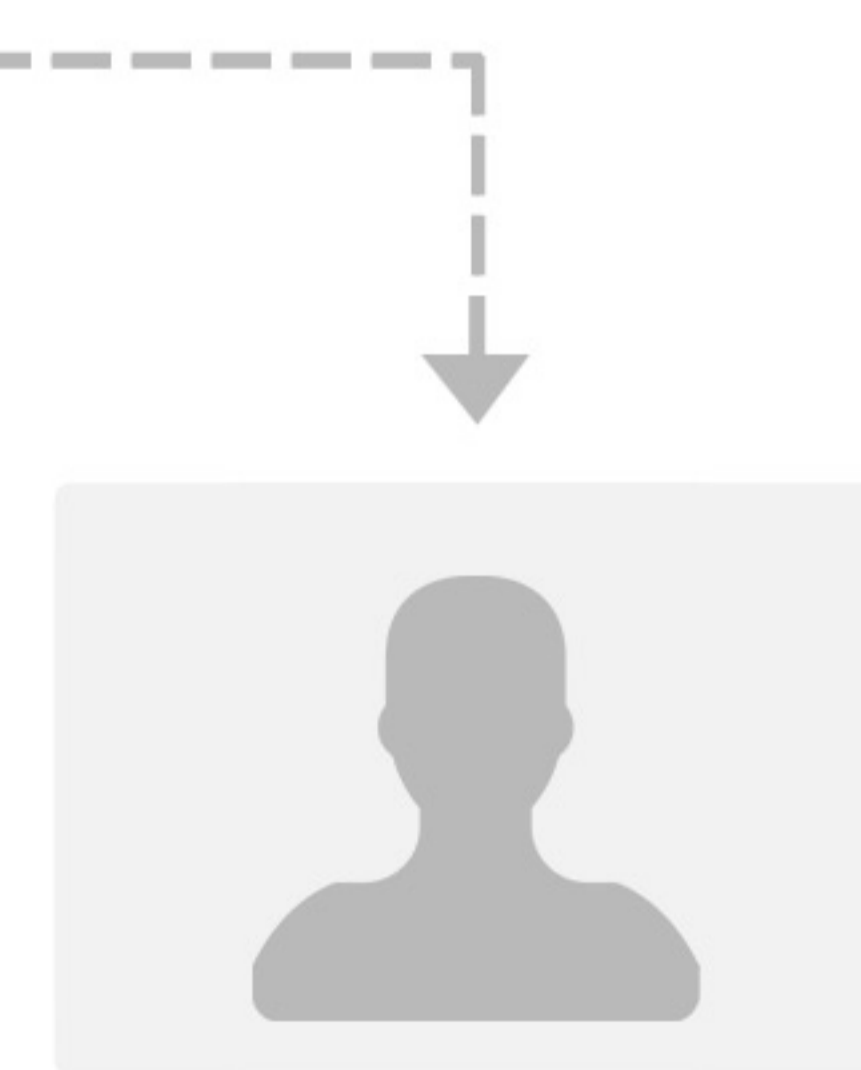
4 faces video

Ex: Smartphone pyramid



3 faces video

Ex: Dreamoc HD3 pyramid



1 face video

Ex: HoloRotor, Rear Projection, POP3